

January 22, 1996

RSM's
Dm P
Don/A
Info
RSM's

TO: Mr. J. W. Best Mr. G. C. Pennell
Mr. D. L. Bomgardner Mr. R. M. Sanders
Mr. P. J. Cundari Mr. D. W. Shouse
Mr. C. M. Davis Mr. O. Sorensen
Mr. R. S. Keith Mr. D. L. Wilmesher
Mr. J. V. Maguire

FROM: E. M. McAtee

SUBJECT: GPC/BASIC BOX

Directionally B&W coupon values were to be adjusted down to the \$1.50 average range. This was to begin first quarter 1996. All indications suggested this was occurring.

The attached promotion schedule for Basic indicates several retail promotions planned for 1996. \$2 discount levels are pre-dominant in retail masters accounts.

A reliable source indicated B&W will match Basic at the \$2 level. In essence, abandon their initial plan to reduce discount levels to the \$1.50 range.



E. M. McAtee
Business Information and Analysis

EMM:tig

Attachment

cc: Ms. P. S. Cohen Mr. W. P. Whitlatch
Mr. E. J. Fackelman BIAC
Mr. J. R. Moore FI
Mr. D. H. Murphy

Dm
KAM
AS info
Rogs

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PROMOTIONS

RETAIL MASTERS

NON-RETAIL MASTERS

FEB	B2G1F	B2G1F
MARCH	BOX B2G1F	BOX B2G1F
	\$0.20 / PACK	B2G1F
APRIL	\$0.20 / PACK	B2G1F
MAY	BBQ LTR W/ 3 PK	BBQ LTR W/ 3 PK
JUNE	\$0.20 / PACK	B2G1F
JULY	\$0.20 / PACK	B2G1F
AUGUST	FLASHLIGHT W/ 2 PK	FLASHLIGHT W/ 2 PK
SEPTEMBER	B2G1F	B2G1F
OCTOBER	TOOL KIT W/ CARTON	TOOL KIT W/ CARTON
NOVEMBER	\$0.20 / PACK	B2G1F
DECEMBER	\$0.20 / PACK	B2G1F

* BASIC BOX AND SOFT PACKINGS WILL BE FEATURED
ON ALL 1996 PROMOTIONS



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